

ORDER



Orders
Order / Rev: 699812
Alt Order #: 06235182
Product Desc: SHERROD BROWN/SENATE
Estimate:
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Friends of Sherrod Brown
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	57	\$83,750.00	\$71,187.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	57	\$83,750.00	\$71,187.50	0.00
Totals	57	\$83,750.00	\$71,187.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/16/12	10/19/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -					4	\$650.00		0.00			
2	WKYC	10/22/12	10/22/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M- - - - -	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -					1	\$650.00		0.00			
3	WKYC	10/16/12	10/19/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	8	\$1,400.00	P-2	0.00	NM	8	\$11,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -					8	\$1,400.00		0.00			
4	WKYC	10/22/12	10/22/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M- - - - -	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -					2	\$1,400.00		0.00			
5	WKYC	10/16/12	10/19/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	12	\$1,400.00	P-2	0.00	NM	12	\$16,800.00
3X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -					12	\$1,400.00		0.00			
6	WKYC	10/22/12	10/22/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00

Order / Rev: 699812
 Alt Order #: 06235182
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Friends of Sherrod Brown
 Product Desc: SHERROD BROWN/SENATE
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	10/22/12	10/22/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----		3			\$1,400.00		0.00				
7	WKYC	10/22/12	10/22/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----		1			\$600.00		0.00				
8	WKYC	10/16/12	10/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	-TWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-TWTF--		4			\$1,000.00		0.00				
9	WKYC	10/20/12	10/21/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	\$900.00	P-2	0.00	NM	3	\$3,300.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----SS		2			\$900.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/15/12-10/21/12		EN (Sa-Su)		6P-7P Sa/Su	(6:00 PM-6:30 P-----SaSu	:30		(\$900.00)		0.00	NM		
	See MG 9.3,9.4														
2	NKYC	10/15/12-10/21/12		EN (Sa-Su)		6P-7P Sa/Su	(6:00 PM-6:30 P-----SaSu	:30		\$2,400.00		0.00	NM		
3	NKYC	10/18/12-10/18/12		M-F 3-4p		3p-4p	---Th-----	:30		\$450.00		0.00	NM		
	Ⓜ MG for 9.1 10/20														
4	NKYC	10/18/12-10/18/12		M-F 3-4p		3p-4p	---Th-----	:30		\$450.00		0.00	NM		
	Ⓜ MG for 9.1 10/20														
10	WKYC	10/16/12	10/19/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-TWTF--	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-TWTF--		4			\$2,400.00		0.00				
11	WKYC	10/22/12	10/22/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----		1			\$2,400.00		0.00				
12	WKYC	10/16/12	10/21/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-TWTFSS	:30	6	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-TWTFSS		6			\$2,400.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/15/12-10/21/12		Post NFL News		Various	--WTh---Su	:30		(\$1,600.00)		0.00	NM		
	See MG 12.8														
8	NKYC	10/19/12-10/19/12		M-F 6-630p		6p-630p	-----F----	:30		\$2,400.00		0.00	NM		
	Ⓜ MG for 12.1 10/21														
13	WKYC	10/22/12	10/22/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----		1			\$2,400.00		0.00				
14	WKYC	10/16/12	10/19/12	Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-TWTF--		4			\$1,200.00		0.00				
15	WKYC	10/22/12	10/22/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----		1			\$1,200.00		0.00				
16	WKYC	10/20/12	10/20/12		CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 9-1030a															
Channel 3 News 9am Sat															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----S-		1		\$1,400.00		0.00					
17	WKYC	10/21/12	10/21/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
NBC Today Show (Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----S		1		\$1,400.00		0.00					
													Totals	57	\$83,750.00